NEWSPAPER DIRECTOR

A THOUSAND-PAGE COMPENDIUM

What American Journal

ists Say About It.

Half a Dozen Denunciators to Six Thousand Commendations.

One Hundred and Twenty-three Thousand Dollars for Five.

GEO. P. ROWELL & CO'S ADVERTISING BUREAU.

Methods of Business at 10 Spruce st., N. Y.

AMPLE PROTECTION TO HONEST PUBLISHERS

Fifteen years ago it was exceedingly difficult to procure a list of the newspapers printed in any State. Such lists as did exist were scat-tered through directories, registers, and almanacs. Catalogues, representing something like twelve States, all told, could thus be collected, while double that number remained unrepresented. A gentleman who, shortly after the war, had compiled with considerable accuracy a list of the papers in the Southern States, found sale for written copies at one hundred dollars each. The task of issuing a complete Directory of all the Newspapers of all the States was by no means a light one or easily accomplished. Of the five thousand blanks asking for information, which were first sent out by Messrs, Geo, P. Rowell & Co., less than five hundred were responded to in any manner. The enterprise had, however, been determined upon; a competent editor was placed in charge; a year of labor was devoted to correspondence, gazetteers, atlases, directories, and publications of every sort bearing on the subject; the AMERICAN NEWSPAPER DIRECTORY was the result: making its first appearance in May 1869. Its annual reappearance was promised and confidence was expressed that those yearly recurring issues would be found "A reliable index to the newspapers of America." In the preface of this first edition its publishers say:

We have always believed, and labored in the belief, that, as Advertising Agents, it was and should be in our power to be of material service to both advertiser and publisher, and we know of no better way to convince them of the value of our services than by issuing this book, thus enabling them to communicate without our

The actual cash outlay required to bring out the twelve annual editions of the American Newspaper Directory has been as follows:

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TOTAL	200
\$2,21	0.000
	14,700 6,945 10,500 9,932 12,444 14,214 13,248 14,610 4,374 7,817 12,556

these figures prove that its publishers have been thoroughly in earnest in their efforts to make it the standard of American newspaper statistics?

Of the twelfth annual issue a larger edition than was ever before called for has been found requisite to meet the demands upon its publishers. Ten thousand two hundred and fifty copies of this issue have been printed. While engaged upon the revision, necessary before publication, a careful review of the origin and progress of the enterprise was made, with the purpose of bringing more prominently to mind its original object, the methods by which it was to be advanced, and the changes in them recommended by experience. Every care was taken to bring out in bold relief faults which remain to be remedied. and to deserve the confidence of the divergent interests represented by the men on one side

who pay money for the insertion of, and theat on the other who receive pay for, advertisements.

The circulation of a newspaper is not the only element for an advertiser to consider—the amount of money a man is possessed of is not the sole consideration to be kept in view when deciding whether credit may be extended to him; but in each case these are important questions. The first is more so than the second for a man with no money may be safe for a small account, but a newspaper without a reader is positively of no value. Mercantile agencies exist, employing hundreds of men; their whole business consists in furnishing quotations of the financial standing of merchants. Its publishers early announced a purpose to make the AMERICAN NEWSPAPER DIREC-

TORY such an agency for reporting newspaper ""lons. This feature soon became its principal elemen. - was not thought der this service to advertise. -" of value. Their right to rento be a matter admitting of question, but time revealed that some publishers of newspapers entertained different views. A few expressions of opinion to this effect are here given:

As every publisher knows, there is no item in the high-ness of a newspaper that is so carefully concrated as that of circulation.—N. Y. Graphic, Aug. 15, 1878.

of circulation.—N. Y. Grandic, Aug. 15, 1878.

Respectable publishers will rarely allow their circulation to be screen before the nublic.—Bind.

We centered that no man, nor set of men, after requesting our circulation and learning our reliable to turnish the general control of the street of reliable to the street of number a risk of putting it to love, and thus injuring our numbers as --cyrating (S. V.) Shiftay Thins, Aug. 25, 1878.

We would refer there so with our business without referring to our circulation.—Hermatter N. V.) Sunday Hermals, Feb. 24, 1879.

Linay the second tree of the second control of t

I have been sitting here for years and have never manyred that question. It youngs to any publisher and have fever than the service of the publisher and have received that the stay is, as they say of each analysis of the service of the service and the service of the service and the service of the service and the service of the service All I can say is, as they say of the same and the re-she is a they say of the same and the same as the

We do not send figures because we do not make an ataconouts that are untrue, and do not ease to appear a inside the gratespec fare, &c., &c.—Cincinnati D Communical, May 13, 1810.

A few publishers of newspapers are found who have no objections to quoting their circulation, but do not admit the right of any one t question them on the subject. It is not easy to see how these may be acceptably approached In dealing with them, however, the publishers of the DIRECTORY have used every endeavon o avoid giving offence in the fulniment of what they considered a duty, and a little correspondence has sometimes resulted to a good under standing, doing away with any vestige of ill

Expressions of this sort of opinion are here reproduced: A large class of publishers who are enserved of a set facent amount of independence and well respect to allow no imputation to be east one to allow the large classes of the large classes of the large classes of the large classes of the return those to ack a flavored or classes there is a water to be called the large classes of the large of the large classes of the

It is hardly fair to take the estimate of New York mi-tiviners for what is so easily obtained here at home-examples (Ky Viozette, June 19, 1872) A few with spire we were intecept of a published executar, it was bey safed in the waste basket. Recently

Genetic New 12, 1975.

We don't be right of a publication like this to estimate our circulation in the absence of our own statements, and insist upon the right on our own part to make state materialize this maker or to withhold licent.

We complained directly to the publishers as we are described to any last directly the state of the state o

It has occasionally been the fortune of the DIRECTORY to attract the attention of a prominent journal which had previously ignored its existence. Its publishers have, in two or three such cases, found themselves "crushed" withou warning. It is something for the good faith and accuracy of the DIRECTORY that, thus far, there has been no instance in which a newspa-

per has undertaken this sort of thing a second time. The particulars of one of these controversies are briefly quoted here, as given in the columns of a journal occupying the position of

a looker-on:

A New York letter writer has the following: "The New York Herald, our great sensation paper, has recently broken out in a new spot. In publishing a statement of its circulation some days ago, it took eccasion to make a violent annialoght on Ges. P. Rowell & Co. and their AMERICAN NEWSPAPER DIRECTORY, for both of whom the Herald professes a violent and rather overdone contempt. It has been the general impression that the 'Chambermania' Organ held itself so high as to be quite oblivious of anything that might be said about it by any one; but this outloors allows that Rowell & Co. statement, and the Great American polo player is furious. Inmediately upon the Herald's publication of its figures, The sun challenged it to submit to an examination of the books of both institutions by a committee of new spaper men, agreeine, if the Herald made good its claim, to for fet #100. Messer, Rowell & Co. at once came forward and offered to swell the amount to #6,000, as an inducement to the Herald's possible of the swell allowed and offered to swell the amount to #6,000, as an inducement to the Herald to put un or shut up. But the latter did neither. It declined The Sun's proposition, but challenged Rowell & Co. to a somewhat different test, the pensity of the beaten party to he a #25,000 forfeit to the Metropolitan Museum of Art. Bewell & Co. promptly accepted the challenge, and at the same time made the such confidence in the latter's lock of overlyt that was thought the paper must, in self-defonce, accept at least one of them. Instead of this is incored them all, and contented itself by throwing a little mud at its Inquisitor. Thus the great American newspaper blaces steelf in an unenvisible possition. It fails to back up its assertions, and it is guilty of slander. As a newspaper pan, I happen to know that Rowell & DIRECTORY is neither to be begunt nor instimidated, and that it is the most fearless and truthful work of the kind in the country."—Hartford (Conn.) Courant of Sept. 11, 1879.

The wish has always been earnest that the DIRECTORY should become indispensable to advertisers. Its publication having been unis open to criticism has received constant and

careful consideration.

Since its inception, the compilation of the AMERICAN NEWSPAPER DIRECTORY has been intrusted to but three different persons, First, Mr. Nelson Chesman, who now conducts an Advertising Agency in St. Louis; second, Mr. Oscar G. Moses, who has since become a member of the firm of Geo. P. Rowell & Co.; third, Mr. William Wattenberg, the present

The following extracts from statements lately made by the gentlemen above named, as editors. are here introduced as conveying information about the pian of compilation:

ne, the time the book was published under my comentit was my desire and aim to make it an ac

ications of North Americal in my action or the accessary to carry out any plan that was adopted for the accessary to carry out any plan that was adopted for the accomplishment of this end.

In flaint the figures for the circulation of such publications as insied to make the report asked for, I sa goty crued by the best judgment I could form from the appearance of the publication, the size of the place when rubblished, and any special information I might have relating to the subject, and in no case was the question of patroning to the work considered. My recollection that the circulation ratings were no more satisfactory those publishers who advertised in the book than those publishers who advertised in the book than

hose publishers who advertised in the book than to there who did not. The DHECTORY was "my pet" from the first, and while it was a monotonous field of labor, my friends and equanitances will aver that I never allowed pleasure or recreation to interfere with my best endeavors to make each succeeding edition an improvement upon the ast, and a book that, as an editor, I couldicks upon with feeling of pride. Had the book been my private entermies it would not have received more carful attention or been produced in a more independent manner, so far is relates to the influence of the members of the firm miploying me.

St. Louis, Mo., April 1, 1880.

r been pristed in the influence of the NELSON CHESNAS.

It relates to the influence of the NELSON CHESNAS.

St. Louis, Mo., April 1, 1880.

I was the second editor of the AMERICAN NEWSPAPER DIRECTORY. While the book was in my charge I was never in any way instructed, nor expected to make it anything other than the most correct compliation possible of the statistics of American Newspapers. I dut not sible of the statistics of American Newspapers. I dut not sible of the statistics of American Newspapers.

stated in every case without fear of layer was anarply tenned.

I recall that there have been numerous cases in which a publisher, on complaining of an allected under-statement of the circulation of his paper, would seem to think he was adding gravity to his grievance by ching the fact that he had ordered a paid advertisement. There is little doubt that some publishers sent orders with the hope that their doing so would influence the extent of the circulation ascribed to their papers; but I will say bluntly and frankly that the sentiment inspired by these cases was trannall discust.

trangul discust.
To produce au importal guide to American Newspapera
To produce au importal guide to American Newspapera
has been the constant object. It could not have been
has been the individual entryprise of
the writer. New York, March 29, 1880.

New York, March 20, 1880.

A principal reason why the practice of reporting the circulation of a newspaper is sometimes protested against, is shrewdly detected and set forth in the following extract:

Not content with civing the name, the politics, the date of establishment, and the intervals of publication of the different journals, they give their size, and, what is more, their circulation. We need not point out the value to advertisers of information of this kind, if it be only authentic. It is the control of the control o

Printing Times, Nev. 15, 1876.

Papers of the "moribund" class are not likely to send in reports which are actually false. Positive and definite statements in black and white, duly signed, are almost always true; but when these would not authorize so high a rating as is desired, it is customary to dispose of the report with some of the following phrases: "We are generally credited with a circulation of ter

" Put us down at ten thousands"

Compared with our neighbose we ought to have credit an edition of sen thousand." "If our neighbors were honest, we would willingly we a detailed report; but as it is we prefer to leave it to ou. A quotation below ten shousand will do us great quatter."

guartee."
When a man says that his circulation is "shout" a
hou-and, or "minort" afroen hundred, you may in all
asses and down the "shout as covering a he of not less
has five hundred.—Passaic (N. 2) tity Herald, Feb. of

From Dewspapers which make this sort of significant property and the charges of unfairn. and dishonesty on the part of the Difficultion report emanate the charges of unfairn. and dishonesty on the part of the Difficultion. They have also the practice of referring to past reputation, long-established influence, or to a special report, duly authenticated by affidavit, of some unusual edition issued for a special temporary purpose.

There is no insuperable reason why a paper of this sort may not ravive and have a new intuition of the control o

Connectionally they have a right to publish a News-aner Develops of they choose to do at. No fair-dealing aways never that is willing to give a dollar's worth a covery dollar it resides, is likely to object. Washing-in Star, May 18, 1876.

on Star, May 18, 1876.

Whenever a newspaper complains that its circulation was underrated, its mobisher has either failed in turnless be unformation called for or has been unable to substantiate as sectioned. That is an there so the substantiation as to draw the substantiation as to draw the constantions as to draw the cultivities of the Director will not after the fairts after cultivities of the Director will not after the fairts making to missed the united in the premises.—Washington (D.C.) Sare, May 18, 1878.

ing (D. C.) Star. May 18, 1576.

Every attertises has a right to know it and when a multiplier deceives him be should be presented for the aming money under take previouses.—Turchu, bia (Ala.) No th Atabanian, July 1, 1878.

'aper, Nov. 1, 1877.

Papers that keep a standing invitation to business men, who desire advertising, to examine their books for the dispose of Shawing the worth of their money, have no ave no charity for a publisher who will not give oblition -Napors of Y) Besure, June 10, 1876.

dition. Suppose No Interest, Some 10, 1866. as a individuora should a transit form for their as-in arraporting them above the strongful practice, satisface, Authorith they have persistent dissections. Authorith they have persistent dis-less has interthined, they have persistent and their ylays become the standard authority.—Nancom opendent, Inne 22, 1877.

Papers which process to give value for money should of object to having their circulation stated.—Tunkhamokh (Ca.) Republican, Narch 14, 1879.

No question has given the publishers of the Dillic Tolly more perpectly than to decide upon a form in which a circulation statement should be written, and which would insure that the meaning conveyed should express the fact about the newstaper issues and that the person making the report should have in mind the same fast upon which the editor of the DIRECTORY supposes that he is receiving a report. Those who have given the matter no thought would be surprised at the number of apparently traitiful statements which are likely to mislessed.

five persons, that the whole family reads the paper, therefore a rewellaper some to 1,000 families has 5,000 readers consequently to published reports to the DIREC TORY office. "My circulation is 5,000." A New York paper, which used regularly a two-page Denial News.

supplement maintained, and furnished a printer's certificate and affidavit, that its issue was fifty per cent. greater than it was in fact, explaining, when the error was discovered by inquiries insututed from the DIRECTORY office, that each paper was a paper and a half, and that, as a consequence, it ought to have credit for 1,500 on every 1,000 subscribers. Ever since that transaction the paper which was a party to it has unmirested the utmost contempt for the circulation reports in the DIRECTORY.

A weekly of large size, printed on coarse paper, issuing frequent supplements, premium novelettes, and an occa-

Notwithstanding all the difficulties which have arisen, the publishers of the DIRECTORY find that a great majority of newspapers tell the actual truth about the editions printed, and that the form of report, which is most objected to by such as would disguise the facts, is a simple statement of the actual number printed for each issue, covering the period of three months last passed.

issue, covering the period of three months last passed.

Since this form of report has been adopted, scarcely a dozen statements based upon it have come to hand of the accuracy of which the editor of the DHECTORY has had doubts.

For twelve vears the DHECTORY office has been a receiving point for claims, charges, and expressions of opinion concerning circulations. Successful publishers, who have something to gain by a comparison, are prompt in sending reports. Carcul consideration of accusations, suggestions, and complaints have made the circulation quotations in each succeeding volume approach nearer and nearer to absolute correctness.

From the completeness of their arrangements and the perfection with which all the parts of their huminess are where the perfection with which all the parts of their huminess are worked, it may be considered doubtful whether any other firm would have the means of preparing such a volume, which should be as free from error as compre-hensive in details = N. Y. Times, Jone 14, 1873.

for every large advertiser and severising agency in this country.—Jersey City Journal, May 22, 1877.

How well the publishers of the DIRECTORY have succeeded in making it the authority upon newspaper matters is now known to every one. No Advertising Agency undertakes to do business without a copy at hand for constant reference. Every man representing a newspaper, canvassing for advertisements, tells with what certainty he may rely, that each prominent advertiser will take the volume down and proceed to measure by it his statements of circulation. Its popularity with the Press has been even greater than with Advertisers: a single issue has contained unward of twenty-six hundred advertisements, amounting to an aggregate in excess of \$50,000, while expressions of good opinion and ack nowledgments of merit have of late been as one thousand to one, compared with any unfavorable criticism.

Witness the following extracts from notices which have appeared in the American press since the last issue of the book in the mouth of July. Half a dozen publishers denounce the book, and six thousand have for it nothing but good words:

We have looked over this work carefully, and after doing so can speak of it only with approval. The editor has evidently taken the deepest pains to have put together a full and accurate Directory, and no unprejudiced person can deny that he has accomplished this result, so far as the means available would allow. In fact, its accuracy is both unexpected and surprising.—Perth (Ont.) Courier, August, 1880.

A work exhibiting wonderful industry in its collection of facts, and excellent judgment in their classification and arrangement. So far as we can judge of the book from its exhibit of the press of our own neighborhood, we consider its figures accurate and reliable. It is fair to all, and without favoritism to any.—Tailey Carey (Fa.)

Press, 1880.

Of its accuracy we have undeniable proof, as this very mornior, while writing these lines, A gentleman from Trinidad, Colorado, called at this office, and we authuit ted what Mr. Rowell says in his book, about his town. Said he, "It is correct in every particular,"—Georgetown (Mass.) Advocate, Aug. 14, 1880.

its ratings of circulation are, so far as we are able to judge, remarkably accurate. Its stope can perhaps be appreciated when we state that the periodicals contained in it number 10,287.—Columbus (Ohio) Medical Recorder, October, 1880.

October, thes.

Probably the finest volume of the kind which has ever been issued. So far as we have been able to examine the work it is remarkably accurate, and evidences a disnostion to be entirely so.—Mt. Holly (N. J.) Mirror, aug. 18, 1801.

The book, so far as we are acquainted with the facts in

Lee (Mass) Gleaner, Sept. 29, 1889.
The editor has taken much pains to have the work accurate, and has succeeded to a degree that will be most satisfactory to all who have occasion to consum the pages.

—Topeka (Kan.) Farmer, 1880.
It is astonishing to observe how accurately the lists of periodicals are kept, in view of the short lives and micratory habits of many periodicals—Salem (Ohio) Educational Mouthly, October, 1880.

Its contents show that the publishers have taken great aims to make the uncommation it contains as accurate and lefting as possible—Berrien Springs (Mich.) Journal, Oct. 1880.

it. The firm has a national reputation for punitshing the best work of the kind.—Dausville (S. Y.) Express, Aug. 12, 1883. Full of practical value as a reference m would. It appears to be as accurate as the mature or thing " and men will admit.—Boston (Mass.) Buyeling World, Sept. 4, 1880.

Shows careful labor, painstaking research, and is 12-doubtedly as accurate as a work of the kind can well be made.—Eather's Magazine, N. Y. City, September, 1802.

Great praise is due the publishers for the accuracy and tasty manner in which they have gotten out their manner methods.

meth werk —Biocommeton (II). Eye, Aug. 15, 1580.

Upon looking the work over carefully ac could not be to be to impressed with its accurate and complete. Compreheading much desire and 20, 1880.

Is accurate, muite, and — A information in a little; schenectally (N.Y.) Wer — with an excilent book—We flod it as we — at thion, sept. 30, 1880.

We flod it as we — at thion, sept. 30, 1880.

It is — and accurate reference regarding newspapers—Brewell (Mich.) Gazette, August, 1880.

It is — a marvel of compact and accurate information in the little of the sept. 30, 1880.

After riving it a few hours examination, we feel sale in

After giving it a few hours' examination, we feel sale in dailing that as a work or accuracy it noneases evidence of great value,—Ovid Mich.; Union, 1880. or great varie. — Over Mach. 17 mon, 1880.

The new conside work of the kind we have ever examined, both for accuracy of information and general detail.

—Anapise (sint) Chronicle, 1880.

We are surprised at the accuracy of the statements of his work in cases where we know the facts.—Oriskaily Falls N. F., News, Aug. 19, 1880.

The work reflects great credit upon its publishers, both recompleteness and accuracy - Rockwell (lows) Phonoraph, rest. 2

Accurate ministronation, and is the most usef a work for rinters published.—La Rayaville (Pa) attertiser, Au-As far as we can judge it is an accurate, honest, creditable, nainstaking, and theful work. Sixe (Me.) Demo-rat, 1880.

Cortains an accurate list of the newspapers, with the distance of each.—Nortolk (Va.) Public Ledger, Aug 13, 1880. Gives accurate information regarding the standing of very newspaper. -- Howard Lake (Minn.) Advocate, Aug is work may be regarded as to general accurate an equilic.—New York tity Christian Advocate, Sept. 3.

ISSO. In point of accuracy surpasses any similar work we have ever seen.—Coalieco e dyno i Observer, Aug., ISSO. We believe this approaches as near accuracy as it is possible to get.—Thought (Pa.) Reguldedan, Aug. II, 1883. It is as accurate as their enterprise and energy cammake it—Fariboait Dinn. Republican, Aug. 23, 1880. its statements regarding our local papers are very accurate. Centre Point (Ark.) News, Sept. 9, 1880

As accurate as such a work, in the nature of things, can be, -Fishkill (S. V.) Journal, Aug. 12, 1880. This work is regarded as reliable and accurate.-St. Louis (No. | Medical Brief, September, 1880) Covers its ground with a fair degree of accuracy. - well (Mass.) You Populi, Aug. 25, 1886. Howell & Co.'s Directories are usually accurate.-Castroville (Cat) Argus, Aug. 14, 1880. An accurate, honest, creditable, painstaking, and useful work. -Saco (Me.) Independent, 1880.

For accuracy and information has no equal, -So. Along on (Mass.) Times. About, 1880. We find the hels to be very accurate, -Sheihvville from) Gozette, Sept. 7, 1883 Appears securate and reliable -- Manistee (Mich : Times and Standard, Aug. 14, 1880). This is an accurate publication.-Fineastic (Va. Herald, Aug. 19, 1884) A model of neatness and accuracy.—Delhi (N. V.) Gazette, Aug 11, 1880.

A work giving the population of the towns and cities where all the newspapers of the country are published, the name and circulation of each journal, the names of the publishers, and the kind of industry carried on in each locality. It can be consuited at this office.—Bartford (Conn.) Daily Times, Sept. 21, 1880.

Is not only a valuable book for advertisers, but for any one. It gives a description of all the towns and cities in which papers are published, such as the population, what line of railroad it so n, how far from other points, &c.—Cherry Valley (N. Y.) Temperance Investigator, August, 1890.

1880.

Every place in the country pretending to any importance has its ne wayaper, and as a brief description of the various towns and cities accompanies the list, the book has the character of a gazetieer as well as a newspaper directory.—Chicago (III.) Grocers' Criterion. Aug. 16, 1880.

The publishers are the largest advertising agents in the world, mainly their produces and the unequalied refrest amiliarity with the present the unequalied refrest amiliarity with the present the unequalied refrest amiliarity with the present and the unequalied refrest authorized them to produce such a gazetieer.—Huntingdon (Quebec) Gleaner, September, 1880.

A carefully prepared index of the newspapers of all the States and Territories, and a Gazetteer of brief, thoush comprehensive, descriptions of the cities and towns.—Battle Creek (Mich.) Tribune, Aug. 14, 1881. Gives a wast deal of information regarding almost every locality where a newspaper is printed, and a description in brief of each paper. A very valuable work.—Detroit (Nich.) Western Home Journal, August, 1880.

So far as we have a personal knowledge is wonderfully accuraty. The book is often used in this office, serving as a gazetheer of the United States and Canada.—Kala-mazoo (Mich.) Telegraph, Aug. 14, 1880. Statistics are given of each town in which a newspaper is published, as well as the circulation, political character, and other facts of value to advertisers—Lewiston (Mc.) Evening Journal, Sept. 28, 1880.

As a gazetteer of the principal towns it is very useful.-Rock Island (III.) Daily Union, Sept. 20, 1880.

A Good Gulde. As a guide to general advertisers it is invalua-

As a guide to general advertisers it is invaluable; showing them when to advertise and exactly what they get for their money. No one at all familiar with the newspaper business can look over this work and avoid the conclusion that its editors and compilers are perfectly fair and honest in their estimates of the circulation of the newspapers which it records, which comprise all published in the United States and the Canadae. As a check upon the swindling claims of dishonest publishers and a protection to the advertising public it is especially valuable.—Chambersburg (Pa.) Heraid, Sept. 29, 1880.

This latest issue of their angual Birectory, which is a

ore.—Chambersburg (Pa.) Herald, Sept. 29, 1880.
This latest issue of their annual Directory, which is at ready favorably known to advertisers the world over as an almost indispensable guide and work of reference, is in every respect the best and most thorough publication of the kind ever presented to the tublic. It contains a complete list of all the newspapers and periodicals published in the United States, Ferritories, and the Dominion of Canada, toocher with a description of the state of the periodical and just bubbles with information invaluable to published and just bubbles with information invaluable to published ear and Large advertisers—theveland John Sentinel, Oct. 2, 1880.

It is just what its publishers claim it to be a faithfur the best guarantee of the integraty of its publishers. In marvel of compression and a gein of typography.—Elson (Md) Democrat, July 31, 1883. For accuracy and information has no equal as a guide to advertisers and information has no equal as a guide to advertisers and interary men, and bears evidence of great painstaking in its preparation. It is by far the best book of the kind we have yet seen.—Thorntown (Ind.) Argus, 1880.

Great pains has been taken by the publishers to make it a safe guide to the pairons of printers link, and they have succeeded most admirably.—Veillaville (Wis.) Cour-er, 1883.

ier, 1880.

To say that it is up to the mark in every particular is only repeating what had to be said every year since its inception—keenaavelie (Ont.) Sentinel, sept. 0, 1880.

Parties wishing to all rertise outside of their immediate vicinity would do well to consult them—fugersul (Ont.) Oxford Tribune, Sept. 2, 1880.

Great care has been taken with this work, and it offers to advertisers a correct guide—Keyser (W. Va.) Mountain Echo, Aug. 19, 1880.

Every advertiser should have a copy of the AMERI-CAN NEWSPAPER DIRECTORY as a guide.—Bucking-ham (iii.) Monitor, 1880.

It is, so far as our personal knowlede extends, accurate in compilation, and an excellent guide.—Aibia (Iowa) In-dustrial Era, 1880.

lustrial Era, 1880.

A guide to all those who wish to know anything about the papers of this land.—Baltimore (Md.) Independent Methodist, 1880.

Assafe a guide as ever published in the interests of the advertising community.—Providence (R. I.) Democrat,

legree of perfection has become such that Row-it's AMERICAN NEWSPAPER DIRECTORY has become to the searcher after definite news paper knowledge, what the American Cycloræ paper knowledge, what the American Cycloradia has to the inquirer after accurate general information. Its classification by States, counties, and lists is perfect; its statistics as to circulation, population of place of publication, distance from important Sentral places, date of establishment, and all other important features connected with each publication, is most thorough and reliable; so much so, that no well-posted business man, whether an advertiser or not, can affort to be without it. In a word, it is a book worthy of the greatest of all newspaper agencies.—Davenport (Ia.) Democrat.

We have examined it thoroughly in reprence to such

We have examined it thoroughly in reference to such points as we are familiar with, and find it remarkably correct. As a source of intermation on the subject of newspapers and the publishing busin as generally, it is both a dictionary and an encycloposta, and in both is unsbridged. The labor and care displayed in its comparation, without a thorough examination of the book can hardly be realized—Auburn (Cal.) Placer Heraid, Aug. 14, 1880.

By newspaper men it is recarded as a cyclopætia o printing send servers to be sent a Co. we have transacted business for time years, and have "harly town their square. They have truth up to the fetter solution of the fetter solutions, and expect nows, after publishings to an time same. Mr. defined in Register. Sept. 30, 1880. Universally distinguished by the mational press as the most complete compliation of this kind which has ever been issued. Not sub-yemparkable her its exact and encyclopesinesal arrangement, but also as a measurement of typeraphinal perfection and accuracy.—St. Bernard d.a.) Eagle, Aug. 21, 1880.

And Eagle, Aug. 21, 1880.

This publication has reached the proportions and value of an authoritative evolutions in a useful information of its discussion and entropied in a description and circulation of newspapers.—Conwaybors S. C. Telephone, Sept. 7, 1888.

17. 1880.

The contents form a perfect encycloracita of information for advertisers of any class, and the cure and sail bestowed in complifing the same is the wonderful leadure. Sterling (Ohi: News Argus, Aug. 18, 1880.

It is an invaluable as Zell's Encyclopedia, and for husbuss men who wish to loarn of bendings for electrising, a tagranses anything yet published.—Fenn (II) Heraid, let 9, 1880.

ct. 9, 1890.

Common the surpassed as an encyclopedia of newspaces tornation. It represents a vast amount of pattern ork — Washington (Call Reporter, Aug. 1 1, 1890) It is in fact what it purports to be, a cour, a to exclude a newspapers - N. Y. City American Wine and frame shower. Anciest, 1990.

A more complete sucyclopastia of the press has never seen issued.—Criston (lower independent American, Aug. 12, 1820.

A complete encycloruchia of its kind. A credit to its publishers.—Boston, (Mass.) S. K. tirocor, 1880. An accurate enevelope ha of newspaper knowledge.— Mt. Sterling (ky.: Democrat, August, 1880.

Authoritative.

This Directory is authority upon newspaper matters, it is indispensable to every well-regulated newspaper office, and no judicious advertiser will be without a copy. Messra: lowell & Co, have long been in the advertising business, and from an extensive business acquaintance lasting years—with them, we can cordially commend them to the public.—August: (Mc.) Maine Farmer, 1880. This book is regarded as being authority on any and all possible connected with it. A perfect energiaments of information about in reversables—Columbus (i.i.) Engineers. Sept 14, 1880.

airer Sun, Sept 14, 1880.

Of all the tiems, the circulation is of course the most most rant, and on this court the Directory has long been ecognized as road authority.—Portnami (Mc.) Advertiser, or 21, 1800.

Or all these items, the circulation is of course the most reportant, and on this point the Thiretory has long been recented as good authority.—Waterville (Maine) Mail, legt, 24, 1880.

The best sutherity of effectives exists, -turidon lower bemocrat. Aur. 10, 1885. Will be necessed as authority, as it has been for many cars, and as it describes to be - Wilkes Barro Pa Historia of the Thurse, Aug. 18, 1888. ord or the times, Aug. 18, 1880.

This Directors is authority upon newspacer matters, it is indiscensible forvers well regulated office — Machias (Me) From, Sept. 7, 1880.

An acartisan publication recognized resultantive by the how-paper press of both parties —larned (Kair) Chromosope, 1880.

It is the most complete work of the kind published, and

come, to a large extent, an authority in its -han Marcos (Tex.) Free Press, Sept. 4, 1880. It has become an authority with editors and publishers. Norwich (Conn.) Cooley's Weelly, Aug. 21, 1860. An authority on all points pertoining to newspapers --

This Directory is authority much to watcaper matters - Rockfund (Me.) Courser, Aug. 17, 1880.

Rest Arranged. It is the completest and best arranged work of the kind ever issued.—Troy (Kan.) Chief, 1880.

Compared to a City Directory.

What the City Directory is to the business man, the Newspaper Directory is to the editorial frateguity.—Troy (N. Y.) Whig. Aug. 3, 1890. So far as we have examined this superb volume of over one thousand royal octave pages, comprising the most perfect list of newspapers ever given to the public, we can but regard it almost as indispensable to every busi-ness man throughout the country, as is the local Direc-tory of every city to is inhiabitants—Boston (Mass.) Yankee Blade, Aug. 21, 1880.

Compared to a Dictionary.

Compared to a Dictionary.

We do not hesitate to express the opinion that no book of modern times—if we except Webster's Dictionary—contains such a vast amount of valuable information to the business community as is contained inside the covers of this one. To those who advortise in the newspapers the knowledge to be obtained from this work is worth a deal of money, while to the publishers of newspapers the facilities afforded by the Newspaper Directory for being brought to the notice of the business world can be obtained from no other source. We congratulate Messrs. Geo. P. Rowell & Co. in their successful efforts to make a Newspaper Directory which, in all its details, is about as near perfection as human skill could be expected to reach.—Newton (Mass.) Republican, Aug. 14, 1880.

This book is to the advertiser, politician, publisher, editor, scholar, or, indeed, goorrapher, what a standard dictionary is to our language; it is indispensable, and chainable, condition, from no other source. With an extended acquaintance with the journalism of a number of the Western States, in clines and towns, we find the book strikingly correct—Ellis (Kansaa) Headlight, Aug. 14, 1890.

Of the half dozen attempts by different firms this book tands are eminent for securacy it is as standard a registrance with the george of the standard a registern of the standard and success of the standard and su

Oct 7, 1880.

This book is of great value to advertisers, printers, and, indeed, all who have any connection with the newspace business. The firm publishing it is one of established reputation for reliability, and we place the book beside our Webster's Dictionary considering it almost as indispensable to us.—Buena Vista (Col.) Times, Aug. 13, 1880.

One which almost any business man, having a copy in his no-session, would consult almost as often as he would a dictionary.—Canaseraga (N. Y.) Times, August, 1880.

we should as soon think of casting aside Webster's Dictionary as the above-named Directory.—Methuen (Mass.) Transcript and Farmer, Aug. 21, 1880.

This firm have finally got the compulation of their book down to as fine a point as Webster's Dictionary.—Evanston (Wyoming Chieftain, Aug. 19, 1880.

What Webster's Dictionary is to the student, Rowell's Directory is to the advertiser.—Syracuse (N.Y.) Standard, Aug. 2, 1880.

Aug. 2, 1980.

A model of its kind, and as essential in every newspaper office as a dictionary.—Champaign (III) Gazette, Aug. 18, 1880.

May be justly named the Unabridged Dictionary of the newspaper world.—McLean (III.) Lens. Aug. 21, 1880.

This book is used in this effice about as often as a dictionary.—Buchanan (Mich.) Becord, Aug. 20, 1880.
In fact, it's the business man's unabridged "dictionary."—Batavia (O.) Advance, Sept. 22, 1882.

Compared to a Mercantile Agency.

This Directory is to day as great a success and as much of an institution in its way as the best of the great mercantile agencies.—Buffalo (N. Y.) Commercial Advertiser, Aug. 12, 1880. We have examined the Directory with a great deal of care, and have failed to discover any part in which it is not reliable. It is to the newspaper publisher and adven-tiser what the price list is to the merchant—Currie (Minn) Ploneer, Aug 21, 1980.

Is as large as an octave Bible, and will be better appreciated, more carefully studied, and oftener referred to by the press and the public than the sacred volume.—Portland (Oregon) Catholic Sentinel, Aug. 26, 1880.

The Bible, a Dictionary, and Rowell's Newspaper Directory are beeks that we could not very well get along without.—Covington (La) Farmer, Aug. 21, 1880. Will take its place with the old family Bible and Web-ster's Unabridged.—Boston (Mass.) Commoner, 1880. Competitors Distanced.

Competitors Distanced.

The accuracy of the statements of circulation, &c., is wonderful. When we reflect upon the difficulties which lie in the way of such an enterprise, our admiration for the success with which it has been carried out by this reliable firm is unbounded. It is safe to say that such a book could have been produced by no one eise. The long-extended experience and widespread reputation for reliability which this firm possesses could alone accomplish the work.—Champaign (Iii.) Illint, 1880.

It is a very carefully prepared statement of all the

work.—Champaign (111.) Hillin, 1880.

It is a very carefully prepared statement of all the newspapers and periodicals published on the continent, with a correct report of their circulation and standing, its all olds the most complete publication of the kind we ever saw.—Oxford Junction (lowar Mirror, Aug. 10, 1883).

It is today the American Newspaper Directory, and all others are simply copies after it -- Pontiac (III.) Sontinel, Aug. II. 1880. Invaluable as a book of reference. A model News-paper Directory.—Marshall (Tex.) Messenger, Aug. 15.

As a newspaper and periodical text book it has no rival.

Paola (Kan., Western Spirit Newspaper, Aug. 27, 1880). Compiled from Best Sources. The compilers of the Directory have drawn their information from the most authentic sources, and their statements are perfectly reliable. It is the finest specimen of a work of this kind that we have ever seen.—Suspension Bridge (N. Y.) Nagara Index, 1880.

No publisher has the least fear of forfeiting heaven by ying about his circulation. Rowell more frequently un-fertables than overstates circulations. It is a book which though be in the hands of general advertisers—Hartford County Parmer, Aug. 4, 1880. The contents are obtained from the most reliable sources, and carefully compiled. -Olympia (Wash, Jer.) transcript, Aug. 28, 1880.

Compiled from the latest official sources. A valuable addition to the literature of its class -Stoughton (Mass.) Scotinel, Aug. 21, 1883. is the most carrially compiled, as it is certainly the handsomest ever issued.—Agensta (i.e.) Constitutionalist, August, 1880.

It is authentically counsed, and therefore its contents can be relied upon - Winchendon (Mass) Courier, Aug. The excellent work has been most carefully compiled.
Silippensions Par News, Aug. 28.
It is carefully and corroctly compiled. Arlington (Ga.)
Advance, 1880.

Complete.

We have late'v received a copy of Geo. P. Rewell & Co. S. AMERICAN NEWSPAPER DIRECTORY for 1889, and think the publishers ought to be congratulated on the enterprise displayed in the compilation of the work. We have neticed lately several rather severe attacks on this book and its publishers, which we are somewhat at a less to understand. We have taken pains to examine the present volume with considerable cape, and while we have found some errors and incorrect statements of circulation, we are surprised at its general completeness and securacy. We believe it shows avidence of a conscientious desire to be just and fair to all parties. We don't propose to undertake any special defence of Messra, Rowell & Co., because no such defence seems necessary. We have no personal acquaintance with either member of parties. We don't propose to undertake any special defence of Messra, howell & Ca, because no such defence seems necessary. We have no personal acquaintance with either member of the firm, have never asked any favor of them, and only the firm have never beat asked any favor of them, and only each of the state of the

there with the Nasana St. New 1972, 19 court, 1988.

It is, we think the most complete work of the hind ver published, correction being farmed on the basis of wenty years we present and a conswinal extensive acciding the think of the transaction of the transaction of the transaction of the present with new paper, then, only the interest of the present of the most published to the information trafficults of the interest of present or present over the continuous trafficults of the interest of present of the interest of the procession for its own sake, —to derich (Out.) star, both 1, 1880.

The most complete work of the kind we have ever had the opportunity of inspecting. When one considers the enormous number of newspapers stabilisted within its pages, and the vast extent of country over which the record runs, the wonder is not that errors appear, but that such a degree of accuracy as the work displays has been attainable.—Sarmis (Ont.) Observer, 1880.

By far the most complete and reliable of all the works of the kind ever issued. The task involved in such a publication is by no means one to be lightly undertaken. It is beest with difficulties on all sides, and can only be accomplished by a vast amount of diligence, shrewdness, and energy.—Fayettevills (Tenu.) Express. [880].

The Democrat has not been a lover of Geo. P. Rowell &

The Democrat has not been a lover of Geo. P. Rowell & Co. That fact does not brevent us from saving, however, that the AMERICAN NEWSPAPER DIRECTORS is lately issued by that firm, is the most complete work of the kind we have ever seen.—Brockport (S. Y.) Democrat, Aug. 21, 1860.

Gives evidence of being the most complete newspaper lexicon ever issued. It is, perhaps, an impossibility to make a work of this kind completely accurate, as to get at the circulation of a newspaper is like typing to find out the age of an old maid.—Seward (Neb.) Reporter.

This work is unquestionably the most complete of its kind ever published in the United States. Its usefulness cannot be over-estimated, and the compilers deserve the thanks of the community.—La Grande (Oregon) Republican, 1880.

Great care appears to have been taken to make the volume consider and accurate, and it will take its piace as the standard publication of this character; the best that has ever been printed.—Worcester (Mass.) Spy. Aug. 10, 1880.

very convenient as a book of reference for all classes—
Toiedo (0/10) Weekly Blade, Oct. 7, 1880.

Allogether this Directory is the most complete of any
aver published, and we believe as correct in every particular as it is possible for such a work to be.—Nyack (N.
Y.) City and Country, Aug. 17, 1880.

A more complete publication of the kind it has nover
been our lot to pergas. Messra Rowell & Co. are doing a
a good service for both publishers and advertisers.—Forest (Ont.) Free Press, Sept. 3, 1880.

The present work is the most complete of any book of
isk kind in the United States. The Directory is carefully
revised every year and is issued annually.—Lakeview
(Oregon) Examiner, Sept. 2, 1880.

Knowing what we do about the difficulties they have
to contend with, we do not hesitate to sax that it is wondefully correct and complete.—St. John (N. B.) Printer's
Miscellany, August. 1880.

From an examination of the work, we are led to believe that it same most complete publication of the kind
that has come use most complete publication of the kind
that has come use most complete publication of the kind
that has come in every respect for the nurposes in.

orrat, september, 1880.

It is complete in every respect for the purposes in tended by its publishers, excelling in various points all former issues.—Fort Vincent (La.) Lavingstonian, Aug 77, 1880. We believe that it is as complete and hones, a state-ment of the standing of the various publications of the country as can be made.—Boston (Mass.) Transcript, Aug. 5, 1880.

5. 1885.

This Directory is probably as complete and accurate as such a work, can reasonably be expected to be.—North ampton (Mass.) Gazette and Courier, Aug. 24, 1883.

A complete descriptive record of all publications with their circulations given as nearly accurate as is possible.—Margaretville (N. Y.) Utilitarian, Aug. 10, 1895. - margaretvine (a. I.) Unitarram, Aug. 19, 1990. Its information includes all that any one can possibly desire to know about any one, or all newspapers published.—Chillicothe 10. Register, Aug. 28 1989. It is as complete a compilation of facts concerning American newspapers as was ever issued.—Harrisburg (Pa.) Every Saturday Night, Sept. 25, 1890.

While there may be a few changes since the book has gone to press, yet it is, as near as possible, a complete list.—Des Arc (Ark.) Appeal, Aug. 11, 1880. This is the twelfth annual issue of this work, and each has surpassed the other in completeness.—Cincinnati 40. Baldwin's Musical Review, October, 1880. Baldwin's Musical Review, October, 1880.

The work is the result of patient labor. The handsomest and most complete publication we have yet seen.—
Las Animas (Cal.) Leader, Aug. 20, 1980.

We unheatainely pronounce it the most complete work of the kind ever placed before the public.—Duke Centre (Fa.) Enterprise, Aug. 14, 1880. We have looked it over carefully, and believe it to be the most complete volume of the kind ever insued.—Cale-ionia (N. Y.) Advertiser, August, 1883.

The most complete publication of the kind that has yet come under our observation --Wheeling (W. Va.) Satur-day Evening Journal, Aug. 14, 1880. We do not hesitate to pronounce it the most complete work of the kind ever issued from the press.—Watertown (Mass.) Enterprise, Aug. 18, 1880. As complete a compitation of facts concerning American periodical publications as was ever issued.—Loweli (Mass; Citizen, Aug. 12, 1880. It is generally admitted that Rowell's Directory is the most complete work of the kind published. -Pulaski (N. Y.) Democrat, Sept. 2, 1880.

The most complete, extensive, and successful work of the kind ever published. Strongsville (O.) Musical Monthly, September, 1880. The completeness of every necessary information makes it the most valuable hook of the kind.—Bridgewater (Da-kots) Echo, Aug. 21, 1880. Very complete. Invaluable to advertigers and of great assistance to publishers — Napoleon (O.) Democratic Northwest, Aug. 20, 1880. For the purpose for which it is printed it is most com-plete and satisfactory.—Milwaukee (Wis.) Young Church man, September, 1880.

(N. B.) Courier, 1880.
It is the most complete and valuable directory of the kind that we have ever seen.—Palmyra (Wis.) Enterprise, Sept. 29, 1880.
One of the handsomest and most complete ever issued and reflects credit on the publishers.—Oakland (Md.) Democras. 1880.

His a valuable book to advertisers, from its complete ness and its accuracy.—Stafford Springs (Conn.) Press August, 1984.

Its completeness reflects much credit on its publishers

ret for writt forth.—Plocaux (N. Y.) Hegister, Sept. 9, 1880.
Beyond all comparison the most complete work of the class published.—Perfolla (Out.) Alvertiser, Aux. 6, 1880.
This volume is the most complete one of the kind ever published.—Fairfield (Me.) Plue Tree State, Aug. 19, 1880.
Anvilow it is the most complete and valuable Directors yet published.—Jefferson (Fox.) Jumplecute, August, 1880. ret pundsmed. "Jefferson (fex.) Jimplecute, August, 188 Gives very complete information in regard to the newspapers "Rockford (Mich.) Begister, Aug. 25, 1880. The most complete and concise Directory we have eve sen -- Beecher (fil.) Live Stock Journal, August, 1880. The most complete and correct work of the kind we never seen -Luray (Va.) Courier, Aug. 12, 1880.

It is as complete as it is possible to make such a work-albany (N. Y.) Poultry Monthly, September, 1880. Is, we believe the most complete work of its kind evenued. Davis City (In.) Commercial, Sept. 30, 1880. As complete and accurate as such a work can reason; is be expected to be.—Barre (Mass.) Cazette, 1880. We believe it to be the most complete and correct Di octory ever issued .-Wienfeld (Kan.) Monitor, 1882 The most complete work of the kind we have yet seen.

-Kinsey Station 90. Viriliantor, September, 1883.

It is the most complete book of the kind that we have lyer seen.—Newark (S. Y.) Comper, Aug. 19, 1883. The most couple to work of the kind we have seen Fisherville (S. II.) Rays of Light Aug. 13, 1880. One of the most complete volumes of the kind ever usued—Lawrence (kan) frinche Angust, 1981 The most complete and reliable work of the kind ever ublished—Spartansburg (8 C) Herald, 1881 Scenario In the For completeness of detail if has not be nourpassed -Frankford (Phila , Pa) Gaz (e. Aug. 12, 1880) Healts the Samueteck work of the kind over affered to the public —Parker City (Pa.) Phinana. ISSN. This is the most semilate book of its kind published.— Kn Aville Of Hammy of Zion, Sept. 4, 1888.

All Avide (O.) Banner of Zion, S. pt. 4, 1884.

The most complete work of the kind we have ever seen—Bussell (Kin.) Becord, Alz. 20, 1880.

It is a complete record of U.o. proce of the country.—Fond on Loc Wiss Journal, Sept. 10, 1880.

The most complete work of the Kind even gotten up.—Bothe (Uni.) Standard News, Aug. 21, 1880. The most complete work of the kind we have ever seen -Norray (Ky.) News, Aug. 19, 1880. It is the in at e-mplete work at the kind we have ever usen - Take it. Tribune, Aug. 12 1880.

Accomplete Directory of the Press. A valuable work. Statistic 10 (tazette, Aug. 14, 188). Most conducte work of the kind yet published .- Fenton Mich. Independent, Aug. 28, 1880 It is the completest Direct ty we have ever seen - Williamstown (by) Courier, 1880. Most complete work of the kind ever issued.-Holly Nichil Advertiser, Sept. 4, 1880

Most consider of Ds haid in the world.—Los Angeles and Commercial, Aug. 21, 1880. The most complete week of the kind over published -Fort tailing die. Tribing, 1884 The most complete Directory ever issued, New Or-Most contribute work of the bind published. -Hot Springs (Ark.) Sentinet, Aug. 18, 188)

The most complete and a climate of any -Wayneshore (Parkiazette, Aug. 17, 188). The work is a complete one in every respect -Millord (N. J.) Le eller, Aug. 12, 188). River full at important to creat a to antermation - Scarcy Art.) Record, Aug. 9, 1882. True in short, a complete overk of the kind.—Telegram Se Y. Citic, July 20, 1880. Very complete Tavaluable -Phonix (Armona Ber ald, Aug. 24, 188)

It is the mer complete one ever published -- Big Raputs Much Current The most complete of any -Middlehary (Vt.) Journal Aug 23, 1860

A comprehensive description is given of every town that has a newspaper. The Observer's business relations with Geo. P. Rowell & Co. becan in 1868, and have continued without intermission since. They are worthy of the fullest confidence,—Fayetteville (Tenn.) Observer, 1880.

It is trait a compension of variable journalistic intermation, and a great aid to advertisers and nousehers alike, and should be in the hands of at less those who wish to place advertisements where they will be most effective—Bristol (Ind.) Banner, Oct. 1, 1880.

An examination shows that the great labor expended upon it has rendered the work even more comprehensive and accurate than heretofore, though it was supposed to be as nearly perfect last year as human effort could make it—Lincoln (Ill.) Times, August. 1880.

Comprehensive.

This publication has become an essential part et every well-regulated newspace office, and should be in the hands of every advertiser. It satstistics cover the entire field of American journalism.—Keskuk (lows) the stite tion, 1893.

We have examined it with a good deal of interest. It is the most complete and comprehensive Newspaper Direc-tors ever published.—Concord (N. H.) Statesman, July, 1880.

1880.
It is certainly by far the handsomest and most comprehensive Newspaper Directory we have ever seen—8; John's (Newfoundland) Temperance Journal, Sept. 21, 1882.
The book contains a world of information. No newspaper man or general advertisor can affired to be without to Margaretville (N. Y.) Utilitarian, Aug. 23, 1883. It is "chock full" of information in regard to newspa-pers, and is a valuable book.—Monticello (III.) Herald Aug. 18, 1889.

The most reliable and comprehensive Newspaper Di-rectory published.—Pearisburg (Va.) Virginian, Aug 18 1880. 1882.
A clear, comprehensive system is used in the arrangement.—East Portland (Prezon) Vindicator, Aug. 28, 1880.
A comprehensive affair; cannot fail to afford satisfaction to all advertisers.—Peabody (Mass.) Press. Aug. 18, 1881.

A comprehensive history of a great variety of publica-tions — New Bedford (Mass.) Signal, Aug. 18, 1880. A correct and comprehensive publication. We comnend it.—Boslyn (N. Y.) News, Sept. 4, 1889. A valuable and comprehensive compilation.—La Harpe III.) La Harper, Aug. 27, 1880.

A correct and comprehensive publication.—Babylor (N. Y.) Signal, August, 1880.

Concise.

Evidently great care has been taken in its combilation, and the result is an immense amount of theroughly reliable information given in so concise and intelligible a form as to be comprehensible at the first glance.—Montreal (Canada) Gazette, Sept. 27, 1880.

The present volume suppasses all former, issue, We

The present volume surpasses all former issues. We regard it as a marvel of compact valuable information.—
Washington D. C. Soldlers True Friend, August, 1880 Concise and exhaustive in its prepared statements, and an exhibition of untiring energy and industry.—Baiti-more (Md.) Every Saturday, Aug. 14, 1980. The most concise, elsborate, and wonderfully constructed volume issued during the year.—Chillicothe (O)

Express, Aug. 27, 1890.

Express, Aug. 27, 1890.

Conscientions.

Fully substantiates its claim to be the most complete, accurate, and well arranged catalorne of American newspapers ever published. * * * Undertakes to give in connection with other data concerning each periodical, an approximate statement of its circulation. This is a difficult and delicate task, and the effort to perform it fully and thoroughly has brought down upon Messrs. Rowell & Co. the wrath of a number of papers, metropolitan and provincial. * * We believe that the publishers sock to get as near the truth as they can with painstaking and conscientious endeavor. Generally speaking, the statements are probably pretty nearly correct.—Springfield (Mass.) Republican. September, 1880.

For fulness and completeness of classification and de-

September, 1880.

For fulness and completeness of classification and deati of everything in recard to the newspapers of America,
it stands unrivalled by any work which we have ever
seen. In regard to correctness of circulations civen,
there could be no improvement in its statements of pasers within the range of our knowledge. Our expenses
with the Directory in past years has been that any
errors which creep in are corrected at the entire to
portunity.—Albany (Mo) American Freeman, 1883. ortunity.—Albany (80) American Freeman, 1881. The prosent issue is the best and most complete of its kind ever published in this country, and is simply naturally all the substitution of the country. Means the country of the country

The independence and determination displayed by Mesers Rowell & Co. in the preparation of their book indicate a desire to deal justly by the public, rather than flattery to interested parties by withholding facts the public have a right to know —Care Spring (Ga.) Concretational Methodat. September, 1880.

Mesers Rowell & Co. deserve the thanks of the nation for siving to it a work so executive and conscionations; womened, and upon a matter of so much importance and interest. It is a wonderful work.—Manistoe (Mich.) Independent, Aug. 18 1889.

dependent, Aug. 13, 1880).

Every care bears evidence of a desire to give the facts. As intelligent an examination as we can give convinces us that the work has been conscientiously prepared.—Albany (N. Y.) Morning Express, Aug. 3, 1883.

In the careful preparation of this work, and in its fieldity to important details. Messrs, Howell & Co. have itsiliayed a praisewardly influstry.—Carlinge (III) Republican, Aug. 18, 1880.

Great face seems to have been taken to make the Directory correct and reliable, and it is without a superior in every important particular.—Varnville is, C.) Messenter, Aug. 12, 1880. There is evidence that the utmost and most scrupulous eare has been used in preparing this work.—St. Louis No.) Column's Rural World, Aug. 12, 1880. Is evidently compiled with a view to presenting jost as warry as possible the fruit in record to the newspapers freemaking find. Standard, Sppt. 17, 1883.

The publishers appear to have done their work consci-entionsty, and iso far as we can judge quite accurately.— Lyans in VI Republican, Aug '19, 1880.

It shows on every page evidence of careful conscien-tions collocation of facts relating to journalism.—Purt Hope Ont.) Times, Aug. 8, 1880.

The publishers aim at absolute accuracy in the preparation of this work.-Port Byron (N. Y.) Chromole, Aug. 14, 1880.

Not ling seems to have been inserted or amitted through lear or tavor.—Hancock (N V) Heraid, Aug. 12, 1883.

Compiled with great care.—Asbury Park (N. J.) Journal, Aug. 21, 1883. Convenient. A marvel of convenience, and is a book every advertiser should have in order to get the worth of his money from publishers.—Yarmouthport (Mass.) Hem. Aug. 17, 1880.

The most convenient and complete that has yet beer ublished -Strathrov (Ont.) Age, August 1889.

Correct.

Taking its record of the Press of our own State as a mass we may safely say that the work is a sensor of its pressed of mixe such a publication—alamoda of all properties of the pressure of t To without doubt, one at the most complete, correct, and comprehensive works or its kind every season he any liver at one go Point (N. V.) hong Tound Reporter, Aug. 25, 1889.

From our examination of it, it is a surrect as a work as this kind carriers to made - it; our take (Come) Tran-errist, Aug. 13, 1880.

Contains as correcting rm disc as it is possible for the sunsistency of produce - Planciand S. J. Constitution and it is a seriect Directory so far as we can induction in the facts - Newburg part (Mass. H. 1881), og 10 1882.

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Is we believe, as computed to as to ast to war as the ast to war. Very complete,-Mt. Joy (Pa.) Heraid, Aug. 21, 1880.

The book is vertainly a great convenience to advertisen who desire to reach distant communities. Kearney Neb. Literary and Educational Notes, 1889. It is the most convenient, accurate, and comprehensive than of the kind that ever fell under our eye. -May field Kyll Abestelle Church, September, 1882

The most convenient book is the kind ever published.San Francisco (Cal.) Elevator, Aug. 21, 1880. What makes the work particularly valuable to advertisers is its report of the circulation of the papers, as that is the chief thing an advertiser wants to know about a newspaper. Great pains are taken to make the work correct in this, as in other respects, and its figures are doubtless utnety-time of every one hunfred times very marry exerced. Tattle Valley IN, Y. Republican, Aug. 12, 1886.

The statements as or character and correlation, we fall. Republican, Aug. 12, 1880.

The stationers as to character and corrulation, so far some farms, edge extents, are consciously correct, and organical terrescoping of the farms of the trainers of the farms of the property of the farms of the

So are as we have any knowledge, is very correct to re-card to giving the miniber of colors of effectiation—cen-trevitle flows. Times, that 7, 1884.

We have examined it cardially and, so far as we know it is correct in every particular—colors on the Fribune. Aug. 12, 1881.

It is marvelous how so much a reed knowledge of the raw sould have been collected - Norwick and V during 12 28, 1881

As to complation and other intermation give and of the complete of the pairs succeed. His sign has a complete of the complete

As far as we have exceeded in the call